

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #7
December 20, 2004

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson	Tom Crosby	Don Ferrier	Katie Jones
Ben Zarzaur	Joe Geigle	Ashley Memory	Jessica Jones
Randy Tysinger	Cliff Braam		

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 12:30 p.m.

Task I – Review of Action Items From, Last Meeting

Don	Review the licensing process and test questions to see if changes are needed. <ul style="list-style-type: none">• <i>Don said that DMV could develop specific test questions and add them to the pool for issues that we want addressed. He was not sure what if any questions are currently in the data bank regarding drowsy/distracted drivers but said that he would check.</i>• <i>He also mentioned that sections/text can be added to the driver's handbook if deemed necessary.</i>
Ben	Contact Dr. Garrison and coordinate with him the ideas that he had concerning how we teach young drivers how to deal with distractions. <ul style="list-style-type: none">• <i>Ben talked with Dr. Garrison about the concentration thresholds and said that ideally, more research was needed to be done on these, especially as related to adolescent drivers to determine if these are age or experience related. Concentration threshold research focuses on how humans multitask and how much does doing one task interfere with the ability to perform another task simultaneously (i.e. as in driver distractions).</i>• <i>Ben handed out a summary sheet of his conversation with Dr. Garrison.</i>
Cliff	Contact GHSP and get information on the Teen Traffic Safety Groups that they used to coordinate. <ul style="list-style-type: none">• <i>Cliff stated that no one at GHSP could recall dealing with or funding these types of groups and that he has been unable to get in contact with Bill Stout, who has left GHSP.</i>

Jane	<p>Check to see if there are modules in the current driver's education curriculum on driver distraction.</p> <ul style="list-style-type: none"> • Although Jane was not at the meeting, she e-mailed group members some of the information she had been able to gather concerning information contained within NC's Driver's Education concerning distracted drivers. • Since NC does not have a standard curriculum, we really do not know the answer to this question. • Upon contacting the Department of Public Instruction, which oversees the driver's education program, Jane was sent a copy of the NC Driver Education Resource Guide that is distributed to all of the state's driver education teachers for guidance. This guide had no information on distracted driving in it. <p>Bottom line – it does not appear that students are receiving much if any information on fatigued and/or distracted driving.</p>
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Task II – Discussion of Teen Focus Groups

At the last meeting, it was decided that in an effort to create a successful public education campaign for young people focused on the Awareness and Risks of Driver Distractions, it would be beneficial to conduct several focus groups with the target audience to assist in developing this campaign.

Katie, Jessica, Ashley and Cliff met to begin discussions about how to organize and conduct these focus groups and came up with the following:

Who:	13-18 year old students who are preparing to get their license or have recently gotten them.
Where:	Initially 2-3 groups at each of 6 schools. Two schools each in the western, central and eastern part of the state.
Purpose:	<ul style="list-style-type: none"> • Get the involvement of the target audience in preparing a public education campaign targeting distracted/drowsy driving. • Determine students current level of knowledge. • Determine what it would take for them to change their behavior. • What is the proper message avenue?
Team:	Katy Jones, Jessica Jones and Cliff Braam
Schools:	<ul style="list-style-type: none"> • Letter and phone call to DPI informing them of the intent of the focus groups and assistance in selecting schools. • Contact school principals and get their approval and work out the logistics. • Ask for volunteer participation and for teacher assistance in selecting volunteers to screen students.
Time Frame:	<ul style="list-style-type: none"> • Present strategy to ECHS at January 26 meeting • Conduct first round of focus groups during February time frame (one region per week) • Develop public education campaign based upon feedback from the focus groups. • Revisit the initial groups prior to the end of the school year with the final campaign. • Revise campaign based upon feedback from students.

The group next debated on whether the program for these focus groups could be put together and the groups conducted prior to the end of the current school year or whether more time would be needed to organize the focus group task, develop the questions, etc.

Doug asked Lauren Marchetti of his staff to give the group an overview of some of the focus groups that she had been involved with in the past. Essentially, Lauren said these could be high or low cost and that it was possible to pull these together rather quickly if needed.

It was finally decided that Katie and Jessica would take the lead on putting together the focus groups and the related logistics. One of their next steps will be to research how to organize a successful focus group and the main components.

Task III – Finalize the Top Strategy

Joe had revised the group's top strategy, "Conduct Education and Awareness Campaigns to Increase Younger Drivers' Awareness of the Risks of Driver Distractions" based upon group comments and revised copies were provided to the group. The group discussed the strategy and approved it with a few minor changes.

Joe will make these changes and Doug will present this strategy to the Executive Committee at the next meeting on January 26, 2005. Doug will also inform the committee that the group is looking to conduct multiple focus groups to determine the best way to assemble this campaign.

Task IV – Discussion of Next Strategy

Next the group reviewed the second strategy which focuses on drowsy drivers that Tom has taken the lead on. Comments were made and Tom will revise the strategy to reflect the group's discussions.

- The meeting was adjourned at 2:30 p.m.

Action Items:

Name	Item
Joe	• Revise strategy with group comments and provide to Doug/Cliff.
Tom	• Revise strategy with group comments and provide to Doug/Cliff.
Katie/Jessica	• Assume lead role on Focus Groups for Distracted Driver Campaign. Research how to organize a successful focus group.

NEXT MEETING: February 9, 2005 10:00 – 12:00 at UNC HSR